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News Release

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CITY CREATES VERSION OF CHILDREN'S GAME TO GUIDE PEDESTRIANS *Whimsical "path" designed as a fun way to navigate around downtown construction*

GREENVILLE (SC) With demolition of the former Woolworth building scheduled to begin tomorrow, City staff has created *Main Street Land*, a version of the popular children's game Candy Land, to help guide pedestrians around the construction zone, which will include portions of the sidewalk on West Washington Street and North Main Street. Main Street Land features the character Joey, a hip downtown mouse whose job is to help shoppers and diners get to their destinations.

Colorful signs that include Joey and a "story" about Main Street Land will be installed at four key locations near the area of construction: East Washington at South Main near Sticky Fingers, North Main at East Washington near NuVox, North Main at East Coffee near Coffee Underground and mid-block on North Main between Washington and Coffee. The story highlights some of the surprises that pedestrians will find along the way in the 100 block of North Main Street, and instead of the Candy Castle, the Main Street Land journey ends at the St. Francis Holiday Village in Piazza Bergamo.

According to City Manager Jim Bourey, City officials are excited about the redevelopment opportunities that the former Woolworth site will present, but also want to ensure that the demolition work does not deter people from coming downtown during the holiday season. "Downtown really comes alive during the holidays, with an array of free family-friendly activities like the Poinsettia Christmas Parade and the St. Francis Holiday Festival," said Bourey. "Those activities, along with the unique blend of shops and restaurants, draw thousands of visitors during the month of December, so we thought Main Street Land would be a fun way to embrace the festive atmosphere and make getting around the construction a little easier for everyone." Main Street Land will stay up through New Year's.

Harper Corporation will install safety fencing at the former Woolworth building tomorrow and will also install customized protective enclosures that have been specially constructed for the Sterling statue and brick walls on the corner of West Washington and North Main to ensure that they are not damaged during the demolition. It is expected that crews will begin removing the building's awnings first and then demolition of the building will begin later this week. In addition to the sidewalk on North Main and West Washington, parking spaces on the Woolworth side of North Main between Piazza Bergamo and West Washington will be closed, as well as the lane of traffic on West Washington adjacent to the site. Demolition and related activities at this location are expected to last through January and then demolition will begin on the building adjacent to Piazza Bergamo and the enclosed walkway.

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